

Rep Order# 7902797 Ver# 1 Status New Traffic Order#

EC'd Yes

Printed: 09/11/2012 3:39 PM

Last Received: 09/11/2012 3:24 PM

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3158
Buyer KRISTY KOVATCH
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/PLP2/E 155/426/3158
Flight Dates 10/05/2012 - 10/11/2012
Hiatus Weeks
Salesperson Phone# 202-872-1155
Salesperson FAX#
Fax#

In Day Program
--- ---
1 F TODAY SHW2
Rating: 1.4

2 M-TH TODAY SHW2
Rating: 1.4
Buyline Comment: 1/DAY

6 F KSL 5 NWS-NOON<
Rating: 1.8

7 M-TH KSL 5 NWS-NOON<
Rating: 1.8
Buyline Comment: 1/DAY

11 F KATIE COURIC
Rating: 1.1
Buyline Comment: 1/DAU

12 M-TH KATIE COURIC
Rating: 1.1
Buyline Comment: 1/DAU

16 F KSL 5 NW TDY 1
Rating: 0.7
Buyline Comment: 1/DAU

17 M-TH KSL 5 NW TDY 1
Rating: 0.7
Buyline Comment: 1/DAU

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— CONTRACT COMMENT —

In Day Program
--- ---
9A-10A :30
10/05-10/05 1

Buyline Comment: 1/DAY

9A-10A :30
10/08-10/11 4

Buyline Comment: 1/DAY

12P-1P :30
10/05-10/05 1

Buyline Comment: 1/DAY

12P-1P :30
10/08-10/11 4

Buyline Comment: 1/DAY

4P-5P :30
10/05-10/05 1

Buyline Comment: 1/DAY

5A-6A :30
10/05-10/05 1

Buyline Comment: 1/DAY

) WASHINGTON
Sales Office () JAMIE ANDRUS
Salesperson ()
Salesperson Phone# 202-872-1155
Salesperson FAX#
Fax#

4
\$75.00

1 of 3

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Station	KSL-TV SALT LAKE CITY		NATIONAL MEDIA RESEARCH PLANNING			
Advertiser	() NRCC-NATL REPUB CONG		Rep Firm	Sales Office ()	Salesperson ()	Total Spots
Product	NRCC IE 2012		ALEXANDRIA, VA 22314			---
Estimates#	3158		Agency C/P1/P2/E 155/426/3158			---
Buyer	KRISTY KOVATCH	Phone#	Flight Dates	10/05/2012 - 10/11/2012	Salesperson Phone#	202-872-1155
Fax#	Hiatus Weeks				Salesperson FAX#	
Ln	Day	Program	Time	Len	Dates	Rate
21	F	KSL 5 NW TDY 2	6A-7A	:30	10/05-10/05	\$425.00
						1
22	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/08-10/11	\$425.00
						4
26	F	TODAY SHW	7A-8A	:30	10/05-10/05	\$950.00
		Buyline Comment: 1/DAY				1
27	M-TH	TODAY SHW	7A-8A	:30	10/08-10/11	\$950.00
		Buyline Comment: 1/DAY				4
31	SU	SUN TODAY-NBC	7A-8A	:30	10/07-10/07	\$185.00
		Buyline Comment: 1/DAY				1
32	SU	MEET PRESS-SUN	8A-9A	:30	10/07-10/07	\$300.00
		Buyline Comment: 1/DAY				1
33	SU	SU 4P NEWS	4P-430P	:30	10/07-10/07	\$225.00
		Buyline Comment: 1/DAY				1
34	F	TONITE SHW	1035P-1137P	:30	10/05-10/05	\$750.00
		Buyline Comment: 1/DAY				4
35	M-TH	TONITE SHW	1035P-1137P	:30	10/08-10/11	\$750.00
		Buyline Comment: 1/DAY				4
39	F	KSL 5 NWS-10<	10P-1035P	:30	10/05-10/05	\$2,200.00
		Buyline Comment: 6.0				1

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Station	KSL-TV SALT LAKE CITY						Showing Buylines: All Lines	
Advertiser	() NRCC-NATL REPUB CONG						Rep Firm	WASHINGTON
Product	NRCC DE 2012						Sales Office () JAMIE ANDRUS
Estimate#	3158						Salesperson (
Buyer	KRISTY KOVATCH						Salesperson Phone#	202-872-1155
Phone#							Salesperson FAX#	
Fax#								
Lin	Day	Program		Time	Len	Dates	Spots/Week	Total Spots
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40	SA	KSL 5 NWS-10		10P-1035P	:30	10/06-10/06	1	\$1,800.00
Rating:	5.0							1
41	F	FRIDAY GAME DAY LIVE		630P-7P	:30	10/05-10/05	1	\$400.00
Rating:	1.7							1
42	F	DATELINE FR-NBC		9P-10P	:30	10/05-10/05	1	\$1,400.00
Rating:	4.6							1
43	SU	FTBL NITE AMR		5P-615P	:30	10/07-10/07	1	\$800.00
Rating:	2.1							1
44	SU	SNF		615P-930P	:30	10/07-10/07	1	\$4,500.00
Rating:	6.5							1

—REPORT TOTALS—

Report Totals: 44 / \$26,635.00

—SALES MONTHLY TOTALS—

Oct 12: 44 / \$26,635.00
 Sales Totals: 44 / \$26,635.00
 Station Totals: 44 / \$26,635.00
 Lines not sent/rclcl/rtrn: 0 / \$0.00
 —COMPETITIVE—

Market Totals	\$133,175	CABL	0%	KJZZ	0%	KSL	20%	KSTU	0%
		KUCW	0%	KUTV	0%	NSL	0%	UNKN	80%

Books null
 Demos RA35+